

 vodafone | **People**
resources roundup

News, views and insight from around the web

“One of our biggest assets is our staff. It’s about the way that we manage our staff, the way that we help our staff meet expectations – morale as you might imagine can be quite low at times because we are expecting people to do more, to work harder, to pedal faster.”

Nick Pym, Director of Clinical Governance,
Blackpool Teaching Hospitals





Public sector people resources

The changing face of public sector: how employers need to adapt

According to a recent study by Hays Recruiting, 73% of employers said, public sector needs to do more to attract top talent. But with pay down and benefits in short supply, how can you attract the people you need?

Leading culture change: employee engagement and public service transformation

Transforming how public sector employees work is as much a cultural challenge as it is an operational one. This report from the CIPD looks at what's required.

Transforming public services, command and control not the answer

Management fads come and go. But which approaches really work when the need for change is so acute? Colin Coulson-Thomas argues that traditional top-down approaches are not the answer.

The battle to transform the public sector workplace

Changing how employees work, means exploring new technology. But how do you create a foundation that deals with the issues of today as well as those of the future? This article by K2 Advisory explores the bring-your-own-device (BYOD) option.

Future-proof the public sector: engage with 'Generation Y'

At one time, many people were attracted to the public sector for its stability. With recent changes, this is no longer a given. So how does the public sector recruit for the future? Ben Moss or Robertson Cooper discusses.

"While 65% of people feel their skills are in demand now, this dropped to 54% when asked if their skills would be in demand in the future. Employers can encourage staff to be adaptable, train for new skills and apply their soft skills."

Nov 2012

Read the full report >
<http://bit.ly/11RGrJG>

"Without exception the chief executives and HR directors we spoke to, highlighted the need to upgrade the skills of their managers to empower those on the front line to work in new ways, and to become more comfortable in managing across organisational boundaries."

Nov 2012

Read the full report >
<http://bit.ly/15UfURc>

"Shifting the focus from top-down leadership to bottom-up support can deliver multiple objectives and provide an affordable route to higher performance."

Nov 2012

Read the full article >
<http://bit.ly/ZXp7Rs>

"IT directors should be seeking the triple whammy effect: tools that can simultaneously make your staff more efficient, enable them to work more flexibly and improve citizen engagement capabilities."

May 2012

Read the full article >
<http://bit.ly/ZvrFKj>

"What does public service mean to them? Is the work just a means to earn a living or can they see the link through from their day job to creating a world-leading country and a productive, happy society full of good citizens?"

July 2012

Read the full article >
<http://bit.ly/14Hm5YY>



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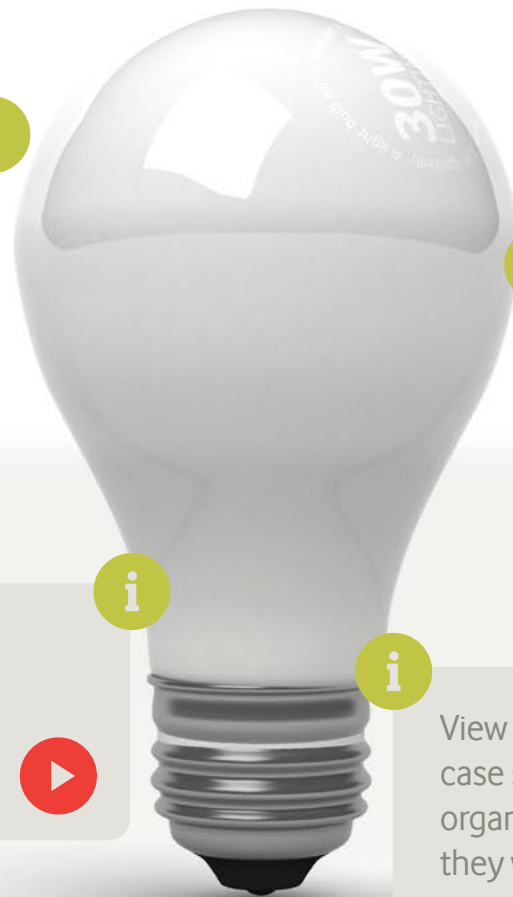
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In summary: the changing face of public sector employment

The old certainties of a job-for-life and a comfortable, well-deserved pension at the end are increasingly a thing of the past...everything is open to change.

The challenge for employers is how to attract, motivate and retain the right people, especially when organisations cannot compete so effectively on pay.

In a time of changes in funding, shifts in public expectations and a new breed of public sector employee, this roundup explored the issue from a number of angles looking at how public sector transformation is affecting both employers and employees.





Core themes in public sector employment

While every organisation is different a number of themes stood out:

The old certainties aren't so certain

With a squeeze on resources, many public sector employees face an uncertain future. It's not just about whether they'll have a job after the next budget round, but the fact that jobs they already have are changing rapidly before their eyes.

Technology and culture go hand-in-hand

Many of the changes in how people work will be supported by changes in technology. So it is critical, to make this work, that public sector culture changes to support better ways of working.

Planning for the future

It is important that public sector employers look to the future to ensure they can attract and retain the kind of flexible employees they'll need for the long term.



About Vodafone and the public sector

We work throughout the public sector right across the UK, helping organisations improve their processes, change the way they use physical spaces and enable their staff to do their best work. Ultimately, we help them meet real and pressing challenges with innovative, positive solutions.



[Learn more about how we can help you meet your challenges >](#)

How did we do?

3-click feedback form

This was:

- ☐ Great – I'd happily recommend it to a friend or colleague
- ☐ Average – it was interesting information, I learned something
- ☐ Poor – I didn't see the value in any of this

Tell us what we did well and what we can improve next time:

Thanks for your time.

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